IN THE CLAIMS:

Please amend Claims 66-82, 84, 101, 102, 108-116, 118-132, 134-142, 144-148, 151, 152, 154-161, 163, 164, 166, 167, 172-184, 190-201, 208, 225, 226, 228-239, and 241 by replacing them with the following Rewritten Claims. A copy of the Version Showing Tracked Changes is attached for the Examiner's convenience.

Rewritten Claims

66. (Twice Amended) A method for monitoring an extent to which a set of information contained in a specific content has been disseminated by a computer system, comprising:

electronically monitoring the position at which the specific content is displayed on a display screen of the computer system;

generating a set of data based on the step of monitoring, the set of data indicating an extent to which the specific content was displayed on the display screen; and

processing the set of data to obtain a first set of information regarding an extent to which a second set of information contained in the specific content has been disseminated by the computer system.

67. (Once Amended) A computer readable storage medium, wherein the computer readable storage medium stores program code thereon, and wherein the program code, when executed by a computer, performs the following functions:

a) electronically monitoring an extent to which a specific content received over the Internet at a first location is displayed at the first location;

b) electronically generating a set of data at the first location, the set of data resulting from the step of electronically monitoring;

c) electronically transferring the data to a second location that is located remotely from the first location; and

d) electronically processing the monitoring data at the second location to obtain information regarding the dissemination of the specific content.

- 4 -

68. (Once Amended) The computer readable storage medium of claim 67 wherein at least a portion of the program code is received from a third location that is located remotely from the first location.

69. (Once Amended) The computer readable storage medium of claim 68 wherein the content is received from a fourth location that is remotely located from the first location.

70. (Once Amended) The computer readable storage medium of claim 68 wherein the third location is the second location.

71. (Once Amended) The computer readable storage medium of claim 69 wherein the fourth location is the third location.

72. (Once Amended) The computer readable storage medium of claim 71 wherein the fourth location is the second location.

73. (Once Amended) The computer readable storage medium of claim 69 wherein the second, third, and fourth locations are the same location.

74. (Once Amended) The computer readable storage medium of claim 68 wherein the third location is the second location.

75. (Once Amended) The computer readable storage medium of claim 67 wherein the specific content has a position on a display and wherein the function a) comprises the function of monitoring the position of the specific content on the display.

76. (Once Amended) The computer readable storage medium of claim 75 wherein the specific content is a first content and the position is a first position, wherein second content is displayed on the display, wherein the second content has a second position on the display, and

-5-

wherein the function a) comprises the function of comparing the first position to the second position.

77. (Once Amended) The computer readable storage medium of claim 76 wherein the function a) comprises the function of determining whether one of the first and second content occludes at least a portion of the other of the first and second content on the display.

78. (Once Amended) The computer readable storage medium of claim 77 wherein the function a) comprises the function of determining a duration of the occlusion.

79. (Once Amended) The computer readable storage medium of claim 67 wherein the function b) comprises the function of generating a set of data relating to a cursor being over the specific content on the display.

80. (Once Amended) The computer readable storage medium of claim 67 wherein the function a) comprises the function of monitoring a change in time with respect to a characteristic of the specific content on the display.

81. (Once Amended) The computer readable storage medium of claim 67 wherein the function a) comprises the function of monitoring a duration that the specific content is displayed on the display.

82. (Once Amended) The computer readable storage medium of claim 67 wherein the function a) comprises the function of monitoring selection of a hyperlink within an area of the specific content.

84. (Once Amended) The computer readable storage medium of claim 67 wherein the data is electronically transferred from the first location to the second location by way of the Internet.

101. (Once Amended) A content display site comprising:

a display device for displaying a content, at least a specific portion of the content being received at the content display site from a web site;

a processor coupled to the display device, the processor being adapted to monitor the display device to detect an extent to which the specific portion of the content is displayed by the display device, the processor being further adapted to produce data regarding the extent to which the specific portion of the content is displayed by the display device; and,

a data transmission device coupled to the processor for transmitting the data to a remote site for use in determining an extent to which the specific portion of the content has been disseminated at the display device.

102. (Once Amended) The content display site of claim 101 wherein the remote site is a first remote site, and wherein a program relating to the monitoring of the display device is received from a second remote site.

108. (Once Amended) The content display site of claim 101 wherein the content has a position on the display device, and wherein the processor is further adapted to monitor the position of the content on the display device.

109. (Once Amended) The content display site of claim 101, wherein the processor is further adapted to determine whether at least a portion of the content is occluded.

110. (Once Amended) The content display site of claim 109, wherein the processor is further adapted to determine a duration of the occlusion.

-7-

111. (Once Amended) The content display site of claim 101, wherein the processor is further adapted to determine a duration of non-occlusion of the content.

112. (Once Amended) The content display site of claim 101, wherein the processor is further adapted to generate data relating to a cursor being over the content on the display device.

113. (Once Amended) The content display site of claim 101, wherein the processor is further adapted to monitor a duration that the content is displayed on the display device.

114. (Once Amended) The content display site of claim 101, wherein the processor is further adapted to monitor selection of a hyperlink within an area of the content.

115. (Once Amended) The content display site of claim 101, wherein the data transmission device is adapted to transmit demographic information as well as the data.

116. (Once Amended) A method of monitoring an extent to which a specific content is displayed on a display screen at a content display site, wherein at least part of the specific content is received at the content display site from a first web site, and further wherein the specific content is only a portion of a total content displayed by the display screen, the method comprising:

electronically monitoring an extent to which the specific content is displayed on the display screen;

electronically generating information regarding the extent to which the specific content is displayed on the display screen; and

electronically transmitting the information from the content display site to a second web site for use in determining an extent to which the specific content has been disseminated at the content display site.

- 8 -

118. (Once Amended) The method of claim 116 wherein the monitoring of the extent to which the specific content is displayed on the display screen at the content display site comprises monitoring a position of the specific content.

119. (Once Amended) The method of claim 116 wherein the monitoring of the extent to which the specific content is displayed on the display screen at the content display site comprises determining whether the specific content is at least partially occluded.

120. (Once Amended) The method of claim 119 wherein the monitoring of the extent to which the specific content is displayed on the display screen at the content display site comprises determining a duration of the occlusion.

121. (Once Amended) The method of claim 116 wherein the monitoring of the extent to which the specific content is displayed on the display screen at the content display site comprises determining a duration of non-occlusion of the specific content.

122. (Once Amended) The method of claim 116 wherein the monitoring of the extent to which the specific content is displayed on the display screen at the content display site comprises generating data relating to a cursor being over the specific content.

123. (Once Amended) The method of claim 116 wherein the monitoring of the extent to which the specific content is displayed on the display screen at the content display site comprises monitoring a duration that the specific content is displayed.

124. (Once Amended) The method of claim 116 wherein the monitoring of the extent to which the specific content is displayed on the display screen at the content display site comprises monitoring selection of a hyperlink within an area of the specific content.

-9-

125. (Once Amended) The method of claim 116 wherein the electronic transmission of the information comprises transmitting demographic information.

126. (Once Amended) A content display site comprising:

a display device for displaying a plurality of images, the images containing informational content;

a processor coupled to the display device, the processor being adapted to monitor the display screen to detect one or more positions at which one or more of the images are displayed on the display device and being further adapted to produce data indicating the positions; and

a data transmission device for electronically transmitting the data to a remote site for use in determining an extent to which the informational content contained in the images was disseminated at the content display site.

127. (Once Amended) The content display site of claim 126, the processor being further adapted to monitor the position of one or more images on the display screen, to compare the position of the informational content to the position of the one or more images, and to include results from the comparison in the transmitted data.

128. (Once Amended) The content display site of claim 127, the processor being further adapted to determine whether the informational content is at least partially occluded by the one or more images.

129. (Once Amended) The content display site of claim 128, the processor being further adapted to determine a duration that the informational content is at least partially occluded by the one or more images.

130. (Once Amended) The content display site of claim 129, the processor being further adapted to determine whether the informational content is fully occluded by the one or more images.

- 10 -

131. (Once Amended) The content display site of claim 127 wherein one of the one or more images is a pointer, and wherein the processor is further adapted to determine a number of times that the pointer enters an area defined by the informational content.

132. (Once Amended) The content display site of claim 126, the processor being further adapted to determine a duration that the informational content is non-occluded.

134. (Once Amended) A method for monitoring an extent to which a specific content is displayed on a computer at a content display site comprising:

electronically monitoring a change in time of a characteristic of the display of the specific content using the computer;

electronically producing information indicating the change in time using the computer, based on the step of electronically monitoring; and

electronically transmitting the information from the computer to a remote site over the Internet.

135. (Once Amended) A content display site comprising:

a display device for displaying a content; and

a processor, coupled to the display device, for detecting when the display device starts displaying a specific portion of the content and for detecting when the display device stops displaying the specific portion of the content, the processor being adapted to monitor the display device when the display device starts displaying the specific portion of the content and to cease monitoring the display device when the display device stops displaying the specific portion of the content.

136. (Once Amended) The content display site of claim 135 wherein the specific portion of the content has a position on the display device, and wherein the processor is further adapted to monitor the position of the specific portion of the content on the display device.

- 11 -

137. (Once Amended) The content display site of claim 135 wherein the processor is further adapted to monitor a change in time of a characteristic of the specific portion of the content on the display device at the content display site.

138. (Once Amended) The content display site of claim 135 wherein the processor is further adapted to determine a duration that the specific portion of the content is at least partially occluded.

139. (Once Amended) The content display site of claim 135 wherein the processor is further adapted to determine a duration that the specific portion of the content is non-occluded.

140. (Once Amended) A method for electronically monitoring an extent to which a specific content is displayed on a display screen at a content display site, wherein the specific content is provided to the content display site by a content provider site over the Internet, and wherein the specific content is only a portion of a total content displayed by the display screen at the content display site, the method comprising:

electronically receiving content display data at the content display site from a remote site, the content display data including the specific content, and further including a set of software instructions for monitoring the extent to which the specific content is displayed on the display screen;

executing the software instructions at the content display site, the software instructions being adapted to monitor an extent to which the specific content is displayed at the content display site and being further adapted to generate monitoring data that indicates the extent to which the specific content is displayed at the display site.

141. (Once Amended) The method of claim 140 wherein the software instructions for monitoring are received at the content display site by way of a transmission over the Internet.

- 12 -

142. (Once Amended) The method of claim 140 wherein the remote site is a first remote site, and wherein the method comprises transferring the monitoring data to a second remote site that is part of the Internet.

144. (Once Amended) The method of claim 140 wherein the specific content has a position on the display screen, and wherein the method further comprises monitoring the position of the specific content on the display screen.

145. (Once Amended) The method of claim 140 wherein the software instructions are further adapted to monitor a change in time of a characteristic of the content on the display screen at the content display site.

146. (Once Amended) The method of claim 140 wherein the software instructions are further adapted to determine a duration that the specific content is at least partially occluded.

147. (Once Amended) The method of claim 140 wherein the software instructions are further adapted to determine a duration that the specific content is non-occluded.

148. (Once Amended) A method of electronically monitoring an extent to which a first content is displayed at a content display site, the first content being provided by a content provider site over the Internet to the content display site, wherein the Internet operates according to a protocol that enables second content to be transferred to the content display site in response to selection of a portion of the first content being displayed at the content display site, the method comprising:

electronically receiving first content display data at the content display site, the first content display data including the first content and a set of software instructions for monitoring the extent to which the first content is displayed at the content display site, wherein the first content display data is received from a remote site; and,

- 13 -

executing the software instructions at the content display site, the software instructions being adapted to generate monitoring data that indicates the extent to which the first content is displayed at the content display site.

151. (Once Amended) The method of claim 148 wherein the software instructions are received at the content display site by way of a transmission over the Internet.

152. (Once Amended) The method of claim 148 wherein the remote site is a first remote site, and wherein the method further comprises electronically transferring the monitoring data to a second remote site that is part of the Internet.

154. (Once Amended) The method of claim 148 wherein the first content has a position on a display, and wherein the software instructions are further adapted to monitor the position of the first content on the display.

155. (Once Amended) The method of claim 148 wherein the software instructions are further adapted to monitor a change in time of a characteristic of the first content on a display screen at the content display site.

156. (Once Amended) The method of claim 148 wherein the software instructions are further adapted to determine a duration that the first content is at least partially occluded.

157. (Once Amended) The method of claim 148 wherein the software instructions are further adapted to determine a duration that the first content is non-occluded.

158. (Once Amended) The method of claim 148 wherein the software instructions are further adapted to monitor an extent to which the second content is displayed at the content display site and further adapted to generate second monitoring data that indicates the extent to which the second content is displayed at the content display site.

- 14 -

159. (Once Amended) The method of claim 148 wherein the software instructions are further adapted to:

ascertain a beginning time of the display of the first content;

ascertain an end time of the display of the first content; and,

monitor an extent to which the first content is displayed beginning when the display of the first content is ascertained and ceasing when the end of the display of the first content is ascertained.

160. (Once Amended) The method of claim 148 wherein the software instructions are further adapted to resume monitoring of an extent to which the first content is displayed whenever the first content re-appears on a display screen after an absence of visibility of the first content.

161. (Once Amended) A method of monitoring an extent to which a specific content is displayed at a content display site the specific content being received at the content display site from a content provider site over the Internet, wherein the content provider site is a web site, the method comprising:

electronically monitoring the extent to which the specific content is displayed at the content display site to produce monitoring information; and,

electronically transferring the monitoring information from the content display site to a remote site of the Internet that is different from the content provider site for use in determining an extent to which informational content contained in the specific content has been disseminated.

163. (Once Amended) A method of monitoring an extent to which a specific content is displayed at a content display site, wherein the specific content is electronically transferred to the content display site from a remote site, and wherein the specific content is only a portion of the total content displayed by the display, the method comprising:

electronically causing the content display site to generate the display of the specific content at the content display site; and,

electronically monitoring an extent to which the specific content is displayed at the content display site, wherein the steps of electronically causing the content display site to generate the display of the specific content and the step of electronically monitoring are integrated such that the step of electronically causing the content display site to generate the display of the specific content automatically initiates the step of electronically monitoring.

164. (Once Amended) The method of claim 163 wherein the remote site is a first remote site, and wherein the monitoring of the extent to which the specific content is displayed comprises electronically transferring information about the extent to which the specific content is displayed to a second remote site.

166. (Once Amended) The method of claim 164 wherein the electronic transfer of the information is over the Internet.

167. (Once Amended) In a computer network having one or more servers connectable to one or more users, a method of monitoring an amount of time that a content is displayed at the one or more user stations comprising:

downloading the content from a first server to one of the user stations in response to an address specified [by a client] at the user station, wherein the address corresponds to a location of the content;

downloading an executable from a second server to the one of the user stations wherein the executable is arranged to determine the amount of time that the content downloaded from the first server is displayed by a display screen at the one of the user stations; and,

uploading information that identifies the one of the user stations and the amount of time determined by the executable from the one of the user stations to a third server.

- 16 -

172. (Once Amended) The method of claim 167 wherein the content has a position on a display, and wherein the uploading of information that identifies the one of the user stations and the amount of time comprises uploading monitoring data relating to the position of the content on the display screen.

173. (Once Amended) The method of claim 172 wherein the content is first content, wherein second content is displayed on the display screen, wherein the second content has a position on the display screen, and wherein the uploading of information that identifies the one of the user stations and the amount of time comprises updating data regarding the relative positions of the first and second content on the display screen.

174. (Once Amended) The method of claim 173 wherein the uploading of information that identifies the one of the user stations and the amount of time comprises determining whether one of the first and second content occludes at least a portion of the other of the first and second content on the display screen.

175. (Once Amended) The method of claim 174 wherein the uploading of information that identifies the one of the user stations and the amount of time comprises determining a duration of the occlusion.

176. (Once Amended) The method of claim 167 wherein the uploading of information that identifies the one of the user stations and the amount of time comprises generating data relating to a cursor being over the content on the display screen.

177. (Once Amended) The method of claim 167 wherein the uploading of information that identifies the one of the user stations and the amount of time comprises monitoring a change in time with respect to a characteristic of the content on the display screen.

- 17 -

178. (Once Amended) The method of claim 167 wherein the uploading of information that identifies the one of the user stations and the amount of time comprises monitoring a duration that the content is displayed on the display screen.

179. (Once Amended) The method of claim 167 wherein the uploading of information that identifies the one of the user stations and the amount of time comprises monitoring selection of a hyperlink within an area of the content.

180. (Once Amended) The method of claim 167 wherein the uploading of information that identifies the one of the user stations and the amount of time comprises transmitting demographic information.

181. (Once Amended) The method of claim 167 wherein the uploading of information that identifies the one of the user stations and the amount of time comprises electronically transferring information that identifies the one of the user stations and the amount of time over the Internet.

182. (Once Amended) An automated system for monitoring a display of content on a display screen at a content display site in order to determine an extent to which information contained in the content is disseminated, the system comprising:

a content display site having a display device for display of the content, the content display site being arranged to monitor the display device for the display of the content on said, wherein the content display site is further arranged to generate display data regarding the display of the content on the display device;

a content provider site coupled to the content display site via the Internet, the content provider site being arranged to supply at least a portion of the content to the content display site via the Internet;

- 18 -

a processor coupled to the content display site, the processor being arranged to receive the display data from content display site and to process the display data to determine an extent to which the information contained in the content was disseminated at the content display site.

183. (Once Amended) The automated system of claim 182, the processor being further arranged to electronically transmit the display data to a monitoring site.

184. (Once Amended) The automated system of claim 183 wherein a set of software instructions for producing the display data is received at the content display site from a program supply site.

190. (Once Amended) The automated system of claim 182 wherein the content has a position on the display screen, and wherein the display data includes data about the position of the content on the display screen.

191. (Once Amended) The automated system of claim 182 wherein the display data includes data about whether at least a portion of the content is occluded.

192. (Once Amended) The automated system of claim 191 wherein the display data includes data about the duration of the occlusion.

193. (Once Amended) The automated system of claim 182 wherein the display data includes data about the duration of non-occlusion of the content.

194. (Once Amended) The automated system of claim 182 wherein the display data includes data about a cursor being position over the content on the display screen.

195. (Once Amended) The automated system of claim 182 wherein the display data includes data about the duration that the content is displayed on the display screen.

- 19 -

196. (Once Amended) The automated system of claim 182 wherein the display data includes data about selection a hyperlink within an area of the content.

197. (Once Amended) The automated system of claim 182 wherein the display data includes demographic information.

198. (Once Amended) The automated system of claim 182 wherein the display data includes data about whether at least a portion of the content is invisible to a user.

199. (Once Amended) The automated system of claim 198 wherein the display data includes data about the duration of the invisibility.

200. (Once Amended) The automated system of claim 182 wherein the display data includes data about the duration of visibility of the content to a user.

201. (Once Amended) An automated system for monitoring a display of a part of a content on a display screen at a content display site in order to produce monitoring information regarding the display of the part of the content, the system comprising:

a content display site coupled to the Internet and adapted to receive at least a portion of the content from a content provider site via the Internet;

a display screen coupled to the content display site and arranged to display content received at the content provider site;

a processor coupled to the content display site and adapted to monitor the display screen to detect the display of the part of the content on the display screen, the processor being further adapted to produce monitoring information that indicates an extent to which the part of the content is displayed on the display screen; and

wherein the content display site is further adapted to transmit the monitoring information to a remote site via the Internet for use in determining an extent to which information contained in the part of the content has been disseminated at the content display site.

208. (Once Amended) The automated system of claim 201, the content display site being further adapted to electronically transmit the monitoring information to a remote monitoring site.

225. (Once Amended) A method of collecting information about an extent to which a specific content is displayed on a display screen at a content display site, wherein at least part of the specific content is received at the content display site from a content provider site via the Internet, the method comprising:

providing the specific content to the content display site;

providing software instructions with the specific content to the content display site, wherein the content display site is arranged to execute the software instructions, and wherein the software instructions are arranged to cause the content display site to monitor an extent to which the specific content is displayed at the content display site thereby further causing the content display site to produce monitoring information that indicates the extent to which the specific content is displayed at the content display site; and,

receiving the monitoring information from the content display site at a site remote from the content display site for use in determining an extent to which information contained in the specific content was disseminated at the content display site.

226. (Once Amended) The method of claim 225 wherein the software instructions are provided by the remote site.

228. (Once Amended) The method of claim 225 wherein the software instructions are further arranged to monitor a position of the specific content.

-21-

229. (Once Amended) The method of claim 225 wherein the software instructions are further arranged to monitor at least a part of the specific content.

230. (Once Amended) The method of claim 225 wherein the software instructions are further arranged to determine whether the specific content is at least partially occluded.

231. (Once Amended) The method of claim 230 wherein the software instructions are further arranged to monitor a duration of the occlusion.

232. (Once Amended) The method of claim 225 wherein the software instructions are further arranged to determine a duration of non-occlusion of the specific content.

233. (Once Amended) The method of claim 225 wherein the software instructions are further arranged to generate data relating to a cursor being positioned over the specific content.

234. (Once Amended) The method of claim 225 wherein the software instructions are further arranged to monitor a duration that the specific content is displayed.

235. (Once Amended) The method of claim 225 wherein the software instructions are further arranged to monitor selection of a hyperlink within an area of the specific content.

236. (Once Amended) The method of claim 225 wherein the software instructions are further arranged to acquire demographic information.

237. (Once Amended) The method of claim 225 wherein the software instructions are further arranged to determine whether at least a portion of the specific content is invisible to a user.